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THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Mika :  
Serial No.: 10/615,593 : Attorney Docket No. 058058-5001  
Filed: July 8, 2003 :  
For: SYSTEM AND METHOD FOR :  
DELIVERING TARGETED :  
CONTENT :

**INFORMATION DISCLOSURE STATEMENT**  
**PURSUANT TO 37 C.F.R. §§ 1.56 ET SEQ.**

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 C.F.R. § 1.97(b), the above-identified Applicants cite the following patents and publications, which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. § 1.56. In compliance with 37 C.F.R. § 1.98(d), copies of the patents and publications are set forth below and listed on the attached Form PTO 1449 (5 sheets) are provided.

**Certificate of Mailing (37 C.F.R. § 1.8)**

I hereby certify that this paper, and the papers and/or fees referred to herein as transmitted, submitted or enclosed, are being deposited on the date shown below with the U.S. Postal Service with sufficient postage as first-class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Name: Alison B. Weisberg Signature:

Date of Deposit 8/29/05

<u>Patent No.</u>	<u>Issue Date</u>	<u>Patentee</u>
5,692,132	11/25/1997	Hogan
5,710,887	01/20/1998	Chelliah et al.
5,712,979	01/27/1998	Graber et al.
5,717,860	02/10/1998	Graber et al.
5,721,827	02/24/1998	Logan et al.
5,724,424	03/03/1998	Gifford
5,727,156	03/10/1998	Herr-Hoyman et al.
5,737,619	04/07/1998	Judson
5,751,956	05/12/1998	Kirsch
5,757,917	05/26/1998	Rose et al.
5,948,061	09/07/1999	Merriman et al.
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6,108,637	08/22/2000	Blumenau
6,285,987	09/04/2001	Roth et al.
6,415,322	07/02/2002	Jaye
6,601,041	07/29/2003	Brown et al.
2001/0032193	10/18/2001	Ferber
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2002/0004733	01/10/2002	Addante
2002/0008932	01/24/2002	Bateman et al.
2002/0009960	01/24/2002	Swaddle
2002/0029186	03/07/2002	Roth et al.
2002/0069105	06/06/2002	do Rosario Botelho et al.
2002/0095337	07/18/2002	Velthuis et al.
2002/0099824	07/25/2002	Bender et al.

#### Foreign Patent Documents

WO 97/21183	06/12/1997	Naqvi et al.
WO 01/04784	01/18/2001	Haefeker et al.
WO 01/11516	02/15/2001	Compton et al.
WO 01/37119	05/25/2001	Ferber et al.
WO 01/39010	05/31/2001	Feber
WO 01/40920	06/07/2001	Botelho et al.
WO 01/54480	08/02/2001	Jaye
WO 02/03291	01/10/2002	Beyda
WO 02/33626	04/25/2002	Wang et al.
WO 02/33629	04/25/2002	Hewitt
WO 02/37384	05/10/2002	DeMayo et al.
WO 02/39361	05/16/2002	Compton et al.
EP 0 749 081	11/04/1998	Reilly et al.

### **Other Non-Patent Documents**

Web Advertising: Ad Banner Servers, Ad Server Software, Banner Management Software, Just Web Ads, “Ad Serving Without Hassles;” <http://www.justwebads.com>; pp. 1-2, downloaded August 10, 2004.

Marketing and Advertising Management, Adforce: “Adforce is the advertising management service for the digital age;” <http://www.adforce.com>; pp. 1-4, downloaded August 10, 2004.

Adknowledge.com: “The next generation of online advertising;” <http://www.adknowledge.com/index.php?S=AU>; pp. 1-4, downloaded August 10, 2004.

Advertising.com: “For measurable ROI, enter here;” <http://www.advertising.com/home.html>; pp. 1-7, downloaded August 10, 2004.

Solbright, Inc.: “Solbright’s Adsuite Provides Traditional Media Tools For Online Media Manage Sales and Revenue;” <http://www.solbright.com>; pp. 1-15, downloaded August 10, 2004.

AdComplete.com: Affiliate Software, Email Marketing Software, Ad Management Soft.; AdComplete.com LLC, “A leading provider of web marketing software solutions;” <http://www.adcomplete.com>; pp. 1-10, downloaded August 10, 2004.

24/7 Real Media, “Delivering Today, Defining Tomorrow;” <http://www.247media.com>; pp. 1-8, downloaded August 10, 2004.

DoubleClick: Online Advertising Email Marketing, Database Marketing and Marketing Analytics Solutions, “DoubleClick empowers companies to better plan, manage, deliver, analyze and optimize their marketing initiatives and customer relationships in order to improve ROI and competitive advantage;” <http://www.doubleclick.com/us/>, pp. 1-5, downloaded August 10, 2004.

Mediaplex: “Mediaplex technology is backed by the best custom service and custom solutions in the business;” <http://www.mediaplex.com>, pp. 1-3, downloaded August 10, 2004.

SpinBox Ad Server Solutions – Making Ad Serving Profitable: “An ad serving and hosting solution, is a plug and play ad serving technology for ad networks, web sites and networks of web;” <http://www.spinbox.com>, pp. 1-19, downloaded August 10, 2004..

Ad Serving: ZEDO Third Generation Technology, “Third Generation Ad Serving™ Technology;” <http://www.zedo.com>, pp. 1-18, downloaded August 10, 2004.

Central Ad Software: Ad Management Solution, “Central Ad 4.0: Scalable Solution;” pp. 1-3, <http://www.centralad.com>; downloaded August 10, 2004.

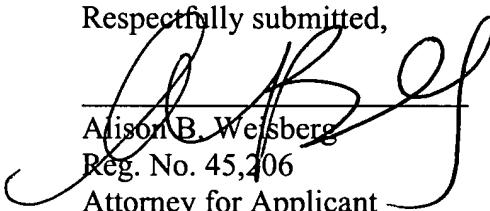
Business Software, XML, Web Services, SBM, ERP, catalog. AHG, Inc., "Software Solutions For Life;" <http://www.ahg.com/index.htm>; pp. 1-7, downloaded August 10, 2004.

Applicants respectfully request that these items be considered by the Examiner, and that the Examiner acknowledge consideration of these references by initialing and returning copies of the enclosed Form PTO/SB/08A with the next official action.

While this Information Disclosure Statement may be "material" pursuant to 37 C.F.R. § 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to herein is "prior art" for this invention or otherwise material to the patentability of this invention as defined in 37 C.F.R. § 1.56.

In accordance with 37 C.F.R. § 1.97(g), the filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(b) exists.

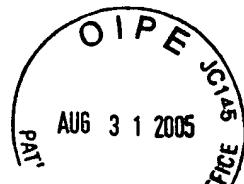
Respectfully submitted,

  
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Reg. No. 45,206  
Attorney for Applicant

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Dated:

*Aug 29, 2005*



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
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Substitution Form 1449/PTO

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(Use as many sheets as necessary)

Sheet 1

of 5

### Complete if Known

Application Number	10/615,593
Filing Date	July 8, 2003
First Named Inventor	Mika
Art Unit	2121
Examiner Name	Unknown
Attorney Docket Number	058058-5001

### U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 5,692,132	11/25/1997	Hogan	
		US- 5,710,887	01/20/1998	Chelliah et al.	
		US- 5,712,979	01/27/1998	Graber et al.	
		US- 5,717,860	02/10/1998	Graber et al.	
		US- 5,721,827	02/24/1998	Logan et al.	
		US- 5,724,424	03/03/1998	Gifford	
		US- 5,727,156	03/10/1998	Herr-Hoyman et al.	
		US- 5,737,619	04/07/1998	Judson	
		US- 5,751,956	05/12/1998	Kirsch	
		US- 5,757,917	05/26/1998	Rose et al.	
		US- 5,948,061	09/07/1999	Merriman et al.	
		US- 6,026,368	02/15/2000	Brown et al.	
		US- 6,108,637	08/22/2000	Blumenuau	
		US- 6,285,987	09/04/2001	Roth et al.	
		US- 6,415,322	07/02/2002	Jaye	
		US- 6,601,041	07/29/2003	Brown et al.	
		US- 2001/0032193	10/18/2001	Ferber	
		US- 2001/0036182	11/01/2001	Addante	
		US- 2001/0039513	11/08/2001	Erlichson et al.	

### FOREIGN PATENT DOCUMENTS

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		WO 01/04784	01/18/2001	Haefeker et al.		
		WO 01/11516	02/15/2001	Compton et al.		
		WO 01/37119	05/25/2001	Ferber et al.		
		WO 01/39010	05/31/2001	Ferber		
		WO 01/40920	06/07/2001	Botelho et al.		

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
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Sheet 12

of 15

Application Number	10/615,593
Filing Date	July 8, 2003
First Named Inventor	Mika
Art Unit	2121
Examiner Name	Unknown

Attorney Docket Number 058058-5001

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		US- 2002/0003162	01/10/2002	Ferber et al.	
		US- 2002/0004746	01/10/2002	Ferber et al.	
		US- 2002/0004733	01/10/2002	Addante	
		US- 2002/0008932	01/24/2002	Bateman et al.	
		US- 2002/0009960	01/24/2002	Swaddle	
		US- 2002/0029186	03/07/2002	Roth et al.	
		US- 2002/0069105	06/06/2002	Botelho et al.	
		US- 2002/0095337	07/18/2002	Velthuis et al.	
		US- 2002/0099824	07/25/2002	Bender et al.	
		US-			

**FOREIGN PATENT DOCUMENTS**

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		WO 01/54480	08/02/2001	Jaye		
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				Examiner Name	Unknown
Sheet	4	of	5	Attorney Docket Number	058058-5001

<b>NON PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Web Advertising: Ad Banner Servers, Ad Server Software, Banner Management Software, Just Web Ads, "Ad Serving Without Hassles;" <a href="http://www.justwebads.com">http://www.justwebads.com</a> ; pp. 1-2,	
		downloaded August 10, 2004.	
		Marketing and Advertising Management, Adforce: "Adforce is the advertising management service for the digital age;" <a href="http://www.adforce.com">http://www.adforce.com</a> ; pp. 1-4, downloaded August 10, 2004	
		Adknowledge.com: "The next generation of online advertising, Adknowledge;" <a href="http://www.adknowledge.com/index.php?S=AU">http://www.adknowledge.com/index.php?S=AU</a> ; pp. 1-4, dowloaded August 10, 2004.	
		Advertising.com: "For measurable ROI, enter here;" <a href="http://www.advertising.com/home.html">http://www.advertising.com/home.html</a> ; pp.1-7, downloaded August 10, 2004.	
		Solbright, Inc.: "Solbright's Adsuite Provides Traditional Media Tools For Online Media Manage Sales and Revenue;" <a href="http://www.solbright.com">http://www.solbright.com</a> ; pp.1-5, downloaded August 10, 2004	
		AdComplete.com: Affiliate Software, Email Marketing Software, Ad Management Soft..; AdComplete.com LLC, "A leading provider of web marketing software solutions;" <a href="http://www.adcomplete.com">http://www.adcomplete.com</a> ; pp. 1-10, downloaded August 10, 2004.	
		24/7 Real Media: "Delivering Today, Defining Tomorrow;" <a href="http://www.247media.com">http://www.247media.com</a> ; pp. 1-8, downloaded August 10, 2004.	
		DoubleClick: Online Advertising, Email Marketing, Database Marketing and Marketing Analytics Solutions: "DoubleClick empowers companies to better plan, (cont.)" <a href="http://www.doubleclick.com">http://www.doubleclick.com</a>	

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		manage, deliver, analyze and optimize their marketing initiatives and customer relationships in order to improve ROI and competitive advantage;" <a href="http://www.doubleclick.com/us/">http://www.doubleclick.com/us/</a>	
		pp. 1-5, downloaded August 10, 2004.	
		Mediaplex: "Mediaplex technology is backed by the best custom service and custom solutions in the business;" <a href="http://www.mediaplex.com">http://www.mediaplex.com</a> , pp. 1-3, downloaded August 10, 2004.	
		SpinBox Ad Server Solutions - Making Ad Serving Profitable: "An ad serving and hosting solution is a plug and play ad serving technology for ad networks, web sites and	
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		Central Ad Software: Ad Management Solution, "Central Ad 4.0: Scalable Solution;" pp. 1-3; <a href="http://www.centralad.com">http://www.centralad.com</a> ; downloaded August 10, 2004.	
		Business Software, XML, Web Services, SBM, ERP, catalog. AHG, Inc., "Software Solutions For Life;" <a href="http://www.ahg.com/index.htm">http://www.ahg.com/index.htm</a> ; pp. 1-7, downloaded August 10, 2004.	

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